

# **Graham N. Dixon**

Assistant Professor of Communication  
School of Communication  
The Ohio State University  
Derby Hall 3025A  
dixon.716@osu.edu

## **EDUCATION**

---

### **Cornell University**

2014 Ph.D. – Communication with minor concentration in Policy Analysis  
Advisor: Katherine McComas, Ph.D.

2013 M.S. – Communication

### **University of Texas at Austin**

2008 B.A. – Anthropology with Honors

## **ACADEMIC APPOINTMENTS**

---

2017 – Present: Assistant Professor of Communication  
School of Communication  
The Ohio State University

2014 – 2017: Assistant Professor of Communication  
The Edward R. Murrow College of Communication  
Washington State University

## **AWARDS & HONORS**

---

2018 Top Paper Award, International Communication Association Annual Meeting,  
Environmental Communication Division.

2014 Top Student Paper Award, National Communication Association Annual meeting,  
Chicago, Illinois, Mass Communication Division.

2013 Top 3 Paper Award, Association for Education in Journalism and Mass Communication  
Annual meeting, Washington DC, Communicating Science, Health, Environment, and  
Risk Division. (Student co-author)

2012 Eason Prize, Association for Education in Journalism and Mass Communication Annual  
meeting, Chicago, Ill. Communicating Science, Health, Environment, and Risk Division.

---

## REFEREED JOURNAL PUBLICATIONS

---

- Dixon, G., Bullock, O. \*, & Adams, D\*. (In Press). Unintended effects of emphasizing the role of climate change in recent natural disasters. *Environmental Communication*. Advance online publication. <https://doi.org/10.1080/17524032.2018.1546202>
- Dixon, G., Hart, S., Clarke, C., O'Donnell, N\*., & Hmielowski, J. (In Press). What drives support for self-driving car technology in the United States? *Journal of Risk Research*. Advance online publication. <https://doi.org/10.1080/13669877.2018.1517384>
- Ma, Y. \*, Dixon, G., Hmielowski, J. (2019). Psychological reactance from reading basic facts on climate change: The role of prior views and political identification. *Environmental Communication*, 13, 71-86. doi: 10.1080/17524032.2018.1548369
- Dixon, G., & Hubner, A\*. (2018). Neutralizing the effect of political worldviews by communicating scientific agreement: A thought-listing study. *Science Communication*, 40(3), 393-415. doi: 10.1177/1075547018769907
- Dixon, G. (2017). Making vaccine messaging stick: Perceived causal instability as a barrier to effective vaccine messaging. *Journal of Health Communication*, 22, 631-637. doi: 10.1080/10810730.2017.1337832
- Dixon, G., Hmielowski, J., & Ma, Y\*. (2017). Improving climate change acceptance among U.S. conservatives through value-based message targeting. *Science Communication*, 8, 520-534. doi :10.1177/1075547017715473
- Dixon, G. (2016). Applying the Gateway Belief Model to genetically modified food perceptions: New insights and additional questions. *Journal of Communication*, 66, 888-908. doi:10.1111/jcom.12260
- Dixon, G. (2016). Negative affect as a mechanism of exemplification effects: An experiment on two-sided message recall and risk perception. *Communication Research*, 43, 761-784 doi: 10.1177/0093650215579222
- Dixon, G., McComas, K., Besley, J. & Steinhardt, J. (2016). Transparency in the food aisle: The influence of procedural justice on views about labeling GM foods. *Journal of Risk Research*. 19, 1158-1171. doi: 10.1080/13669877.2015.1118149
- Dixon, G. (2016). Social media as a platform for health engagement: Challenges and opportunities. *Israel Journal of Health Policy Research*, 5, 1-2. doi: 10.1186/s13584-016-0114-3
- Clarke, C., Holton, A., McKeever, B. & Dixon, G. (2015). The Influence of weight-of-evidence messages on (vaccine) attitudes: A sequential mediation model. *Journal of Health Communication*, 20, 1302-1309. doi: 10.1080/10810730.2015.1023959

- Dixon, G., McKeever, B., Holton, A., Clarke, C., & Eosco, G. (2015). The power of a picture: Overcoming scientific misinformation by communicating weight of evidence information with visual exemplars. *Journal of Communication*, 65, 639-659. doi:10.1111/jcom.12159
- Dixon, G., Deline, M., McComas, K., Chambliss, L. & Hoffmann, M. (2015). Saving energy at the workplace: The salience of behavioral antecedents and sense of community. *Energy Research and Social Science*, 6, 121-127. doi :10.1016/j.erss.2015.01.004
- Clarke, C., Dixon, G., Holton, A., & McKeever, B. (2015). Including "evidentiary balance" in news media coverage of vaccine risk. *Health Communication*, 30, 461-472. doi: 10.1080/10410236.2013.867006
- Dixon, G., Deline, M., McComas, K., Chambliss, L., & Hoffmann, M. (2015). Using comparative feedback to influence workplace energy conservation: A case study of a university campaign. *Environment and Behavior*, 47, 667-693. doi: 10.1177/0013916513520417
- Dixon, G. & Clarke, C. (2013). Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Science Communication*, 35(3), 358-382. doi: 10.1177/1075547012458290
- Dixon, G. & Clarke, C. (2013). The effect of falsely balanced reporting of the autism-vaccine controversy on vaccine safety perceptions and behavioral intentions. *Health Education Research*, 28(2), 352-359. doi: 10.1093/her/cys110
- Birnholtz, J., Dixon, G., & Hancock, J. (2012). Distance, ambiguity and appropriation: Structures affording impression management in a collocated organization. *Computers in Human Behavior*, 28(3), 1028-1035. doi: 10.1016/j.chb.2012.01.005

\*denotes graduate student co-author

## **INVITED PUBLICATIONS**

---

- Dixon, G. & Ma, Y. (2017). Communicating climate change across workplace and organizational contexts. *Oxford Research Encyclopedia of Climate Science*. Advance online access, doi:10.1093/acrefore/9780190228620.013.395
- McComas, K., Dixon, G., & Besley, J. (2016). What consumers want in GM food labeling is simpler than you think. [\*The Conversation\*](#)

## **MANUSCRIPTS UNDER REVIEW**

---

- Dixon & Hubner (Under Review). Partisan resistance to the scientific community: The backfiring effect of illustrating political biases
-

## FUNDED GRANTS

---

- Ohio State University Collaborative Grant Initiative. (2019-2020). Pluralistic ignorance in gun policy: How misperceived opinion climates and party cues impede action. Dixon, G. (PI), Garrett, R. K (Co-PI), Bushman, B. (Co-PI). (Funded for \$38,750)
- Washington State University New Faculty Seed Grant. (2016-2018). Overcoming climate change skepticism through tailored consensus messaging. Dixon, G. (PI). (Funded for \$4,500)
- National Science Foundation #1260872 (2013-2014). Doctoral Dissertation Research in Decision, Risk, and Management Sciences: A false balance? Affect, exemplars, and media coverage of controversial risk. McComas, K. (PI) & Dixon, G. (Co-PI). (Funded for \$15,097).

## CONFERENCE PRESENTATIONS

---

- Besley J. & Dixon, G. (2018). How different types of trust may shape support of genetically engineered food. *Abstract presented at Society for Risk Analysis annual meeting*, New Orleans, LA.
- Dixon, G. & Hubner, A. (2018). Neutralizing political worldviews by communicating scientific agreement: A thought-listing study. *Paper presented to the Environmental Communication division of the International Communication Association*, Prague, Czech Republic. \*\*\* Top Paper Award\*\*\*
- Dixon, G., Hart, S., Clarke, C., & O'Donnell, N. (2017). Factors of support for self-driving cars. *Poster presented at Society for Risk Analysis annual meeting*, Arlington, VA.
- Ma, Y., Dixon, G., & Hmielowski, J. (2017). More harm than good? Examining the persuasive and backfiring effects of climate change consensus messages. *Presented at the ICA conference*, San Diego, CA.
- Dixon, G., Ma, Y., & Hmielowski, J. (2016). A conflict on consensus: Current critiques and future outlook on climate change consensus messaging research. *Abstract presented at Society for Risk Analysis annual meeting*, San Diego, CA.
- Dixon, G. (2016). A measured critique of the Gateway Belief Model and consensus messaging research. *Paper presented at AEJMC annual conference*, Minneapolis, MN.
- Dixon, G. (2016). Collecting data from online labor market. *Panelist at CT&M PF&R panel, AEJMC annual conference*, Minneapolis, MN.
- Dixon, G. (2016). Responsible communication and media coverage of contested science in a highly charged political atmosphere. *Panelist at COMSHER PF&R panel, AEJMC annual conference*, Minneapolis, MN.

- Dixon, G. (2016). Communicating inaction-framed risk: Overcoming challenges of the omission bias via internal causal attribution. *Paper presented at AEJMC annual conference*, Minneapolis, MN.
- Dixon, G. (2015). The challenge of communicating the risk of inaction: Linking causal attribution to biased information processing. *Poster presented at Society for Risk Analysis annual conference*, Arlington, VA.
- Dixon, G. & Kaiser, K. (2015). Affective news content and online information seeking behavior. An expanded view of user-generated comments in digital journalism. *Paper presented at AEJMC annual conference*, San Francisco, CA.
- Dixon, G., McComas, K., & Besley, J. (2014). Procedural fairness in decisions about GMO labeling. *Abstract presented at Society for Risk Analysis annual meeting*. Denver, CO.
- Kretser, H., Lauber, B., Dixon, G. & McComas, K (2014). Inconsistent messages in state wildlife and public health agency communication about bats: Potential impacts for conservation and recovery. *Abstract presented at Pathways 2014 conference*.
- Dixon, G. (2014). Affective arousal and online risk information seeking behavior: The role of emotional exemplars in online comment reading. *Paper presented at the National Communication Association annual meeting*. Chicago, IL.  
\*\*\* Top student paper award\*\*\*
- Dixon, G. (2014). Affective arousal as a mechanism of exemplification effects: An experiment on two sided message recall and risk perception. *Paper presented at the Association for Education in Journalism and Mass Communication annual meeting*. Montreal, CA.
- Clarke, C., Holton, A., McKeever, B., & Dixon, G. (2014). Linking evidentiary balance, uncertainty, and health attitudes in the context of vaccine risk. *Paper presented at the Association for Education in Journalism and Mass Communication annual meeting*. Montreal, CA.
- Dixon, G. (2013). Uneven recall and inaccurate risk assessments from reading balanced news articles of controversial risk topics. *Poster presented at the Society for Risk Analysis annual meeting*, Baltimore, MD.
- Dixon, G., Deline, M.B., McComas, K., Chambliss, L., & Hoffmann, M. (2013). The use of comparative feedback to influence workplace energy conservation: A summative evaluation of the CALS Green energy conservation and sustainability initiative. *Paper presented at the National Communication Association annual meeting*, DC.
- Clarke, C., Dixon, G., Holton, A., & McKeever, B. (2013). Overcoming the effects of “falsely balanced” media coverage of health risks through attention to context. *Paper presented at*

*the Association for Education in Journalism and Mass Communication annual meeting.*  
DC. \*\*\* Top 3 faculty paper award\*\*\*

- Dixon, G., Deline, M.B., McComas, K., Chambliss, L., & Hoffmann, M. (2013). The use of comparative feedback to influence workplace energy conservation. *Abstract presented at the Association for Environmental Studies and Sciences annual meeting.* Pittsburgh, PA.
- Dixon, G. & Clarke, C. (2012). Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Paper presented at the Association for Education in Journalism and Mass Communication.* Chicago, IL.  
\*\*\* Top student paper/Eason prize award\*\*\*
- Dixon, G., & Clarke, C. (2012). Effect of falsely balanced media coverage of the autism-vaccine controversy on vaccine safety perceptions and behavioral intention. *Poster presented at the American Public Health Association Annual Meeting.* San Francisco, CA.
- Dixon, G. (2012). A false balance? Affect, exemplars, and media coverage of controversial risk. *Poster presented at the Society for Risk Analysis Annual Meeting,* San Francisco, CA
- Dixon, G. & Clarke, C. (2011). Media coverage, “false balance,” and the autism-vaccine controversy: A preliminary experiment. *Poster presented at the Society for Risk Analysis Annual Meeting.* Charleston, SC.
- Dixon, G. (2011). Autonomous community science: A fifth model of PPSR. *Abstract presented at the Society for the Social Studies of Science (4s) Annual Meeting.* Cleveland, OH.
- Dixon, G., Birnholtz, J., & Hancock, J. (2011). Polite task-switching: Technology, ambiguity, and autonomy in a work organization. *Paper presented at the 61st Annual International Communication Association Conference,* Boston, MA.

## **INVITED PRESENTATIONS**

---

- Dixon, G. (April 2, 2015). Communicating science and risk to a divided public. *Presented to the College of Veterinary Medicine, Washington State University*
- Dixon, G. (Feb 19, 2015). Public understanding of science and risk. *Presented to the College of Veterinary Medicine, Washington State University*

## **TECHNICAL REPORTS**

---

- McComas, K., Dixon, G., & Deline, M. (2012). Opinions about energy conservation at Cornell: A 2012 Survey of Faculty, Staff, and Graduate Students in Cornell’s College of Agriculture and Life Sciences, the Samuel Curtis Johnson Graduate School of Management, and College of Engineering. *Report prepared for Cornell University and Cornell University Agriculture Experiment Station (CUAES).*
-

## **TEACHING EXPERIENCE**

---

*2017 - Present; Assistant Professor – The Ohio State University*

- Comm 2956: Introduction to the Communication of Science, Health, Environment and Risk
- Comm 3440: Environmental Campaigns
- Comm 3311: Communication and Decision Making

*2014 - 2017; Assistant Professor – Washington State University*

- COMSOC 480 Science Communication Campaigns (30 student cap)
- COM 309 Quantitative Research Methods (130 student cap)
- COM 105 Communicating across Global Contexts (550 student cap)
- COM 564 Graduate Research Methods for Professionals (30 student cap)

*2009-2014: Graduate Teaching Assistant – Cornell University*

- Media Communication
- Introduction to Communication
- Planning Communication Campaigns
- Communicating Science, Health, Environment, and Risk

*2008-2009: Japan Exchange and Teaching (JET) Assistant Language Teacher (ALT) – Higashine, Japan*

- Worked at the Higashine Board of Education as an ALT, assisting with English curriculum development and classes for elementary and junior high schools.

## **GRADUATE ADVISING**

---

*2017 – Present; Assistant Professor – Ohio State University*

- Chair of doctoral dissertation committee for Austin Hubner
- Minor member of doctoral dissertation committee for Tran Luong
- Minor member of doctoral dissertation committee for Jessica McKnight
- Minor member of doctoral dissertation committee for Min Seon Jeong

*Assistant Professor, Washington State University, The Edward R. Murrow College of Communication (Pullman, WA) 2014-2017*

- Minor member of dissertation committee for Yanni Ma
- Minor member of dissertation committee for Zhaomeng Niu (graduated August 2017)
- Minor member of masters committee for Alyssa Mayeda (graduated May 2017)
- Minor member of masters committee for Jiayu Li (graduated May 2015)
- Minor member of masters committee for Ranran Zhu (graduated May 2015)

## **MEDIA COVERAGE OF PUBLISHED RESEARCH**

---

- [\*Columbia Journalism Review\*](#)
- [\*The Daily Beast\*](#)
- [\*The Guardian\*](#)
- [\*Seattle Times\*](#)
- [\*Huffington Post\*](#)
- [\*Vox\*](#)
- [\*KIRO CBS\*](#)

## **UNIVERSITY AND PROFESSIONAL SERVICE**

---

### **Ohio State University**

2018-present: Executive Committee

2018-present: Research Committee

### **Washington State University**

2014 – 2017: SONA systems co-administrator

2015 – 2017: WSU Science Writers Club Faculty Adviser

### **Service to Academic Associations**

2017-2018: Treasurer, *Risk Communication Interest Group, Society for Risk Analysis*

2014 – Present: Ad hoc reviewer for *Association for Journalism and Mass Communication COMSHER division.*

2016 – Present: Ad hoc reviewer for *International Communication Association Environmental Communication Division.*

### **Editorial Service for Journals and Conferences**

Ad hoc reviewer for:

- *Journal of Communication*
- *Communication Research*
- *Human Communication Research*
- *Media Psychology*
- *Environmental Communication*
- *Journal of Responsible Innovation*
- *Journal of Experimental Psychology: Applied*
- *Science Communication*
- *Health Communication*
- *Risk Analysis*



- *Sage Open*
- *Journal of the Association for Information Science and Technology*
- *Journal of Environmental Psychology*
- *Journal of Risk Research*
- *TESS*
- *Energy Research and Social Science*
- *Global Environmental Change*
- *National Science Foundation*
- *Climatic Change*

## **PROFESSIONAL AFFILIATIONS**

---

- *Association for Education in Journalism and Mass Communication (AEJMC) – Communicating Science, Health, Environment, and Risk Division*
- *International Communication Association –Environmental Communication Division*
- *Society for Risk Analysis - Risk Communication Specialty Group*